

# DECLARATION FOR PATENT APPLICATION

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,



I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION** the specification of which

☐ is attached hereto.

(check  
one)

☒ was filed on 12/17/2001

Application Serial No. 10/024,449

and was amended on \_\_\_\_\_

(if applicable)

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Technology Center 2100

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the Patent Office all information known to me to be material to patentability as defined in 37 C.F.R. 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)

Priority Claimed

\_\_\_\_\_  
(Number) (Country) (Day/Month/Year Filed)

☐ Yes ☐ No

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose to the Patent Office all information known to me to be material to patentability as defined in 37 C.F.R. 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

\_\_\_\_\_  
(Application Serial No.) (Filing Date) (Status)

\_\_\_\_\_  
(Application Serial No.) (Filing Date) (Status)

I hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional and utility applications listed below:

60/255,949 12/15/2000  
(Application Serial No.) (Filing Date)

60/255,939 12/15/2000  
(Application Serial No.) (Filing Date)

(Continued)

in re U.S. Application Serial No.: 10/024,449

Entitled: System and Method for Improving the Performance of Electronic Media Advertising Campaigns Through Multi-Attribute Analysis and Optimization

Full name of fifth

joint inventor JAMES R. WEISINGER

Inventor's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Residence: Belmont, California

Citizenship: UNITED STATES

Post Office Address: 2628 Wakefield Drive, Belmont, California 94014

Full name of sixth

joint inventor JASON LENDERMAN

Inventor's signature: 

Date: 3/21/2002

Residence: Los Angeles, California

Citizenship: UNITED STATES

Post Office Address: 1252 Granville, Ave, Los Angeles, California 90025

File No. A-71214/RMA

1077030

**DECLARATION FOR PATENT APPLICATION**

As a duly qualified inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name ,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION** the specification of which

☐ is attached hereto.

(check  
one)

☒ was filed on 12/17/2001

Application Serial No. 10/024,449

and was amended on \_\_\_\_\_  
(if applicable)

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Prior Foreign Application(s)

Priority Claimed

| <u>                    </u><br>(Number) | <u>                    </u><br>(Country) | <u>                    </u><br>(Day/Month/Year Filed) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|---|--|---|------------------------------|-----------------------------|
|---|--|---|------------------------------|-----------------------------|

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(Application Serial No.)

                      
(Filing Date)

                      
(Status)

                      
(Application Serial No.)

                      
(Filing Date)

                      
(Status)

I hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional and utility applications listed below:

60/318,221  
(Application Serial No.)

09/07/2001  
(Filing Date)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and those like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first joint inventor: E. DIANE CHANG  
Inventor's signature: Diane Chang  
Date: 3/25/02  
Residence: Mountain View, California  
Citizenship: CANADA  
Post Office Address: 1558 Redwood Court, Mountain View, California 94041

Full name of second joint inventor: RICHARD E. CHATWIN  
Inventor's signature: R. E. Chatwin  
Date: 3/22/02  
Residence: Mountain View, California  
Citizenship: UNITED KINGDOM  
Post Office Address: 2245 Latham Street #5, Mountain View, CA 94040

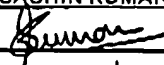
Full name of third joint inventor: SACHIN KUMAR  
Inventor's signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Residence: Eagan, MN  
Citizenship: \_\_\_\_\_  
Post Office Address: 3476 Golfview Drive, #109, Eagan, MN 55123

Full name of fourth joint inventor: SANJAY RANKA  
Inventor's signature: Sanjay Ranka  
Date: 3/26/02  
Residence: Cupertino, California  
Citizenship: INDIA  
Post Office Address: 10937 North Seal Square, Cupertino, California 94014

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, §1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first  
joint inventor E. DIANE CHANG  
Inventor's signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Residence: Mountain View, California  
Citizenship: CANADA  
Post Office Address: 1558 Redwood Court, Mountain View, California 94041

Full name of second  
joint inventor RICHARD E. CHATWIN  
Inventor's signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Residence: Mountain View, California  
Citizenship: UNITED KINGDOM  
Post Office Address: 2245 Latham Street, #5, Mountain View, CA 94040

Full name of third  
joint inventor SACHIN KUMAR  
Inventor's signature:   
Date: 03/22/02  
Residence: Eagan, MN  
Citizenship: \_\_\_\_\_  
Post Office Address: 3475 Golfview Drive, #109, Eagan, MN 55129

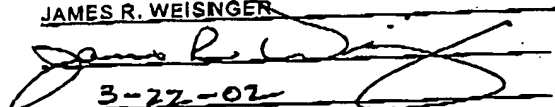
Full name of fourth  
joint inventor SANJAY RANKA  
Inventor's signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Residence: Cupertino, California  
Citizenship: INDIA  
Post Office Address: 10937 North Seal Square, Cupertino, California 94014

Full name of fifth

joint inventor

JAMES R. WEISNGER

Inventor's signature:



Date:

3-27-02

Residence:

Belmont, California

Citizenship:

UNITED STATES

Post Office Address:

2628 Wakefield Drive, Belmont, California 94014

Full name of sixth

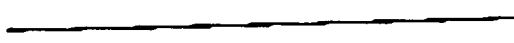
joint inventor

JASON LENDERMAN

Inventor's signature:



Date:



Residence:

Los Angeles, California

Citizenship:

UNITED STATES

Post Office Address:

1252 Granville Ave, Los Angeles, California 90026

1077030

Full name of fifth

joint inventor JAMES R. WEISNGER

Inventor's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Residence: Belmont, California

Citizenship: UNITED STATES

Post Office Address: 2628 Wakefield Drive, Belmont, California 94014

Full name of sixth

joint inventor JASON LENDERMAN

Inventor's signature: *Jason Lenderman*

Date: 3/21/2002

Residence: Los Angeles, California

Citizenship: UNITED STATES

Post Office Address: 1252 Granville, Ave, Los Angeles, California 90025

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